

CLASS SPECIFICATION
County of Fairfax, Virginia

CLASS CODE: 1580

TITLE: INSTRUCTIONAL/CABLE TELEVISION SPECIALIST

GRADE: S-28

DEFINITION:

Under general supervision, to coordinate and direct aspects of cable technology; to manage and develop planning of instructional or institutional network television program production and cable communication; to supervise cable communications support staff; and to do related work as required.

TYPICAL TASKS:

Instructional Program Production

Conceptualizes, develops, and manages a program for educational television and cable technology as an integrated system on a division level;
Designs school based cable distribution systems, managing cable channels assigned to the school division, coordinating educational usage, developing schedules and serving as liaison between school division and other "institutional network" participants and the cable operator;
Develops objectives, work plans, and strategies that support school board goals and the Department of Instructional Services objectives;
Initiates original programming and evaluates all requests for television productions, including the setting of priorities;
Assists curriculum specialists in developing proposed courses for students in the media arts/communication areas;
Conducts studies related to educational television and cable technology and offers recommendations for system improvement;
Submits an annual budget for instructional and cable television that reflects the needs for funds necessary to accomplish identified goals and objectives;
Supervises employees of the audio-visual duplication service;
Supervises employees and student interns that are assigned to the instructional television and cable technology for the purpose of producing and/or distributing educational and/or cable information;
Evaluates and makes recommendations for all equipment to be purchased by the school division as related to ITV and cable communications technology.

Institutional Program Production

Develops and oversees annual work plan in the production of government and institutional access channels;
Determines production needs and manages schedule of daily assignments of all facilities, equipment, specified personnel, and other resources to meet production plans;

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Prepares monthly work hour analysis and tracks progress to meet production plan goals for access channels;
Prepares reports;
Reviews, analyzes, and makes recommendations on special projects, equipment purchases, and facility design;
Supervises seasonal staff and media technicians;
Assists in preparation of annual division budget and review of annual program proposals;
Analyzes needs, determines content, directs and produces special programs requested by the Board of Supervisors and County Executive;
Designs and produces an annual report on videotape of government and institutional access highlights for the use of the Board of Supervisors, citizen information, and County promotional activities;
Supervises Cable Programming Division in absence of Division Chief.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of the principles, methods and problems of organization and management;
Ability to prepare clear, concise reports;
Ability to supervise and coordinate the work of subordinate personnel;
Ability to work independently;
Technical ability to conceptualize, design and produce new programs;
Ability to maintain effective relationships with the public and other County agencies.

EMPLOYMENT STANDARDS:

Any combination of education and experience equivalent to graduation from a four-year college or university with a bachelor's degree in media communications or a related field and three years of experience in television, cable design and construction, cable program/video production, administration and management. Possession of a Master's Degree in media communications or a related field is preferred.

REVISED: November 3, 1988
ESTABLISHED: March 11, 1985

Class Code revised from 5175
to 1580: June 20, 1989

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